

# Press Release



June 20, 2024  
transcosmos inc.

## **transcosmos wins Silver in Audience Excellence Award category under Microsoft Advertising Agency Award 2024**

### **Highly recognized for outstanding sales record and initiatives using Audience Ads, a Microsoft Advertising solution**

transcosmos is honored to announce that the company has received a Silver Award in the Audience Excellence Award category under the Microsoft Advertising Agency Award 2024 by Microsoft Japan Co., Ltd. (Headquarters: Tokyo, Japan; President: Miki Tsusaka; Microsoft).



#### **■About Microsoft Advertising Agency Award 2024**

The Microsoft Advertising Agency Award 2024 is awarded to advertising agencies that have achieved outstanding performance and delivered successful marketing strategies powered by Microsoft Advertising products and solutions in the fiscal year ended March 2024. With this award program, Microsoft recognizes advertising agencies that have exhibited excellent initiatives under four categories including Agency of the Year, which is awarded to top-ranked agencies in terms of annual amount spent on Microsoft Advertising.

#### **■About Audience Excellence Award**

transcosmos has won the Audience Excellence Award, an award for top-ranked advertising agencies in terms of annual amount spent on Audience Ads, one of the Microsoft Advertising solutions.

As a winner of this prestigious award, transcosmos will enhance collaboration with Microsoft even further, helping clients grow their businesses from diverse perspectives with the power of Microsoft Advertising.

\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

#### **About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 181 bases across 35 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

**Contact for Media Inquiries**

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